

Selling Your Home? Buyers Are Looking

By REYNOLDS KNIGHT
This is the time of year when home hunters are out in force. If you've been thinking of putting your house on the market this is the logical time.

The one thing you don't need is a salesman who is too aggressive. This fast-talking type of individual has an uncanny ability of scaring off potential buyers. Instead, choose a reliable, conservative agent, who will keep your best interests in mind and get you a fair price for your home.

A visit to a local suburban bank is usually the best procedure in finding an agent. When you've selected the man there's one sure way of finding out immediately if he's reliable. If your asking price is \$25,000 or better, and the agent takes only 20 minutes to inspect the house he's not the man you want. Inspection is vital and a good agent takes pains when inspecting.

Always be honest with the agent. Tell him what the house cost you, how much you paid for improvements and above all don't conceal defects. Buyers are generally accompanied by appraisers or architects and misleading information can blow the deal.

ABOUT HALF of the cats in this country are eating nearly 600 million pounds of cat food a year; the other half presumably make do with whatever they can find.

This information indicates two things: the cat food business is booming, and its potential for future growth is great.

Usen Products Co., whose Tabby brand is one of the industry sales leaders, reports sales of canned cat food have risen some 20 per cent in each of the past five years, to

an estimated \$200-million level. Usen itself, a subsidiary of F. Lorillard tobacco company, has more than doubled its sales in the past two years.

However, the firm says, surveys shows only half of the nearly 30 million cats in the U.S. now dine on commercially prepared foods. On the average, this well-fed 50 per cent consumes about 43 pounds per cat per year.

What about the other half? "We'll get most of them before long," the Tabby people predict. "Our own expansion is just one example of how the entire pet food industry is growing."

A new \$2-million Usen processing facility in Louisiana that was dedicated May 7 already is slated to receive new equipment designed to double capacity to a production rate of 600 cans a minute.

A PITTSBURGH Advertising Club has a "feeling" about struggling businesses. It offers free advertising and public relations to "promotionally indigent" concerns.

A London ad agency sends created pigeons to prospective clients advising them to "toss our representative out of your office." If the clients fill out a coupon that fits into a canister on the pigeon's leg they get a sales pitch later on.

Retail stores seem to be growing in size and selling more lines of merchandise in each location.

For example, F. W. Woolworth Co. plans to open 172 new units at home and abroad this year. These include variety stores, Woolworth department stores, Woolco promotional department stores, and Kinney shoe stores. It will require expenditures at the same pace as last year's \$55 million spent on property additions and improvements.

DISCUSSING the program at the Woolworth's annual stockholder meeting, Robert Kirkwood, board chairman and chief executive officer, said the new dominant-style variety stores are more than two-and-a-half times as large as those built in the late 1950s.

And the company has added high-fashion apparel, top-quality home furnishings and many other big-ticket items never carried in the old-line, neighborhood five-and-ten-cent store. Mr. Kirkwood also outlined a philosophy that could be a good motto for all retailers:

"Our aim is to be the best in serving the needs of the American consumer — to be the best in providing quality merchandise for the whole family at the right price, at the right time, and with the ultimate in shopping convenience."

A SERIES of plastic file pockets and folders for storing and protecting records is available. Called "Forget-Me-Not," the folders come in five colors and use an automatic, color coded filing system. A face powder called "Untra-Laurent Counter-shine" is said to take care of shiny noses. The "Krimp Kut Sealer" is designed to cut and crimp ravioli, triangle pastries, anchovy puffs and turnovers.



SECOND LIFE . . . A tomato plant which Mrs. Virginia Fisher, 2843 Danaba St., planted in the spring of 1966 is now enjoying its second season, although the Fisher family thought it had seen the last of the plant last fall. Mrs. Jennie Kershaw, Mrs. Fisher's mother, is pictured harvesting the cocktail tomatoes. Mrs. Kershaw said the plant grew to the top of the house after being cut off at the ground.

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Kanine Korner

By Francis X. Lohmann

Dogs, too, get spring fever! In all the lands all over the earth, the return of warming sunshine brings the pleasing spring fever. Dogs, too, are its willing victims.

Dogs find increasing delight in their daily vagabonding. The plain soft earth after many months of hard core cold, presents myriads of fresh new born smells and as anyone who loves dogs can tell you, the hors d'oeuvres of a canine menu are the multitude of smells awaiting detection by the dog's nose in every spot and space.

The paws of the dog itch to be soothed by digging in the once-again soft ground of springtime. Keep this in mind and act accordingly. A neighbor's lawn has just been planted with flowering seeds. Be careful, be alert, be considerate or you will justifiably incur your neighbor's enmity. Act before it is too late! Be certain that your dog harkens to your voice or else you will have to retrieve him in the front yard next door happily scratching up the earth and grass with all fours and looking up at you with a devil may care "haven't we got fun" expression.

IT'S YOUR dog's forgivable way of expressing spring fever. Take him to a wooded area some place out of the range of private property and unleash him for his recreational periods.

Obedience train your dog to stay off your neighbor's lawn. Failing to do this and when you suddenly look up and see beloved Fido busily tearing up your neighbor's coveted front yard then all I can suggest, as an alternative, is to quickly call the dog and just as fast hide before the neighbor spots you out of the front window. And walk nonchalantly like you never owned a dog in your life. For dogs will be dogs especially in the springtime.

BOWSER BROWINGS: I think that every family should have a dog, its like having a perpetual baby. A dog is the plaything and crown of the entire household, and greater love than that dispensed by your faithful

dog would be impossible to find. Remember this! No one is truly Christian unless his dog is better off for it. . . . Famed bandleader Guy Lombardo is an avid poodle fancier. Robert Taylor favors the Labrador Retriever, and Sandra Dee goes for the German Shepherd breed of dog. . . . Veterinarians around the nation acclaim Nylabone, the pooch pacifier, as the answer to your dog's chewing and teeth problems. No dog owner should be without one and that's for doggone sure! Nylabones are available at your local petshop.

MONTE ROSA'S Italian restaurant in New York City has a Cocker Spaniel who acts as the official headwaiter. The 5-year-old Cocker named Topaz personally greets the patrons. . . . Never fear a dog merely because he is frothing at the mouth. . . . I might mention, too, never take dogs needlessly into kennels as there is a chance of your dog picking up a disease.

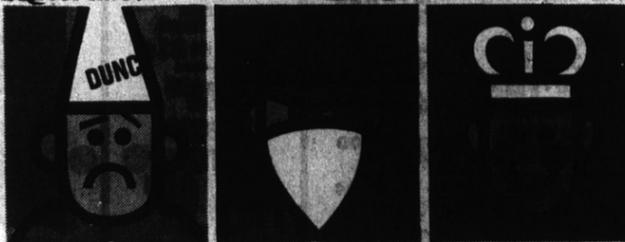
Don't ever pour kerosene on a dog's coat in order to kill fleas. . . . A gate crasher caused an uproar at a recent dog show across the big pond in England. The intruder turned out to be a tom cat that led barking dogs a merry chase, during which several spectators found themselves bowled over before the feline was finally ejected.

BREED OF THE WEEK: Komondor. . . . The Komondor, one of the three Hungarian breeds recognized by the American Kennel Club, is like the Kuvass, the descendant of dogs that accompanied the Magyars at the time they swarmed out of Asia more than 1,000 years ago and settled in Central and Eastern Europe.

Due to the fact that Hungary's chief economy is based on agriculture and the raising of live stock, dogs that are useful in herding and guarding of flocks are valued property.

(Listen to Francis X. Lohmann's radio version of Kanine Korner, Monday through Friday at 4:30 p.m. over station KTYM 1460 KCS.)

1. Whenever you go into your bank they make you feel like:



() () ()

2. When you walk up to a teller, she

() smiles.
() calls you by name.
() does both.

3. If you ask someone at your bank to help you work out an involved transaction, the result seems like:



() () ()

4. The last time you asked a bank officer about a loan, he

() said no, and gave no reason.
() tossed a form at you and told you to mail it in.
() took the time to sit down and talk it over with you.

5. When you have a question about your statement, you

() know the bank will never admit they've made a mistake.
() know it'll be more trouble than it's worth.
() know it'll be quickly cleared up.

6. The impression you have of your bank most closely corresponds to



() () ()

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tions, you didn't fail the test. Because we really weren't testing you.

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a suggestion:

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